

Message Text

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PASS COMMERCE FOR TILTON DOBBIN FROM AMBASSADOR

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJ: AGRICULTURAL EXPORT CAMPAIGN: NOVI SAD FAIR

REF : STATE 187332

1. I AM CONCERNED THAT OUR COMMERCIAL GOALS IN YUGOSLAVIA ARE BEING OVERLOOKED TO THE DETRIMENT OF A RECESSION-HIT US INDUSTRY WHICH COMMERCE HAS ASKED US TO HELP.

2. THE FY 76 COUNTRY COMMERCIAL PROGRAM FOR YUGOSLAVIA, AS APPROVED BY COMMERCE, CALLS FOR A MAJOR COMPAIGN TO SUSTAIN THE THREE-YEAR INTENSIVE DRIVE, BEGUN IN FY 76, TO EXPLOIT SIGNIFICANT US EXPORT POTENTIAL IN THE YUGOSLAV AGRICULTURAL SECTOR, ONE OF THE COUNTRY'S TOP DEVELOPMENTAL PRIORITIES. THE EMPHASIS OF THE CAMPAIGN IS ON AGRICULTURAL MACHINERY AND EQUIPMENT, AN INDUSTRY WHOSE PRODUCERS AND WORKERS NEED WORK, ACCORDING TO THE COMMERCE ANTI-RECESSION EXPORT CAMPAIGN WHICH THE MISSION WAS ASKED TO HELP;, PARTICIPATE IN.

3. THE CAMPAIGN IS BASED ON SOLID MARKET RESEARCH VOLUNTARILY PERFORMED BY THE EMBASSY IN FEBRUARY 1975 AND PUBLISHED AS AN EXPORT MARKET DIGEST. THE CCP SCHEDULES PARTICIATION IN THE NOVI SAD FAIR. WITH OVER 1400 EXHIBITORS MOSTLY OF INDUSTRIAL PRODUCTS FROM 34 COUNTRIES, THE NOVI SAD FAIR IS ONE OF THE LARGEST SPECIALIZED INTERNATIONAL EXHIBITIONS IN EUROPE FOR AGRI-BUSINESSES. THE \$7 MILLION IN ORDERS TAKEN AND \$20 MILLION IN

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FIRST YEAR'S SALES EXPECTED BY PARTICIPANTS AT THE 1975 EXHIBIT

ORGANIZED THE MISSION AT NOVI SAD CONFIRM THE VALUE OF PARTICIPATION IN THE FAIR AND THE VALIDITY OF OUR RESEARCH.

4. USIA HAS OFFERED TO PROVIDE A CORE EXHIBIT ON FOOD PROCESSING TECHNOLOGY TO SUPPORT THE COMMERCIAL PARTICIPATION IN NOVI SAD. GIVEN THE VERTICAL ORGANIZATION OF THE YUGOSLAV AGRICULTURAL SECTOR, THE USIA CONTRIBUTION WOULD DRAW ADDITIONAL BUYERS TO THE US PAVILION AND LAY THE FOUNDATION FOR AN EXHIBIT OF FOOD PROCESSING MACHINERY, A COMMERCE TARGET INDUSTRY, SCHEDULED IN THE DRAFT FY 1977 CCP. IT WOULD BE SHORT-SIGHTED TO TURN ASIDE THE USIA COMMERCIAL SUPPORT PARTICULARLY SINCE THERE IS NO COMMERCE EXHIBIT SCHEDULED IN YUGOSLAVIA THIS FISCAL YEAR. THE COST TO USIA WILL BE FAR MORE THAN THE EXPENSE THAT COMMERCE WILL INCUR. COMMERCIAL EXHIBITORS WILL PAY THEIR OWN WAY.

5. IN THE RECENT PROCESSION OF TEMPORARY COUNTRY MARKETING MANAGERS FOR YUGOSLAVIA, THESE FACTS SEEM TO HAVE BEEN IGNORED AND THE CCP NEGLECTED. THE QUESTION IS NOT WHETHER THE USG SHOULD PARTICIPATE AT NOVI SAD--AN INTER-AGENCY GROUP IN WASHINGTON DECIDED THIS IN APPROVING THE CCP--BUT WHETHER COMMERCE WILL PROVIDE THE \$33,100 WITHOUT WHICH WE CANNOT PARTICIPATE. I FIND IT DIFFICULT TO UNDERSTAND WHY ALLOCATION OF THIS RELATIVELY MODEST SUM SHOULD CAUSE PROBLEM. I WOULD APPRECIATE IT IF YOU WOULD SEE THAT THE OBLIGATION IS MADE. TIME IS GETTING SHORT AND I WANT MY STAFF TO GET TO WORK TO CARRYOUT THIS CCP COMMITMENT FOR US INDUSTRY AND WORKERS.
SILBERMAN

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